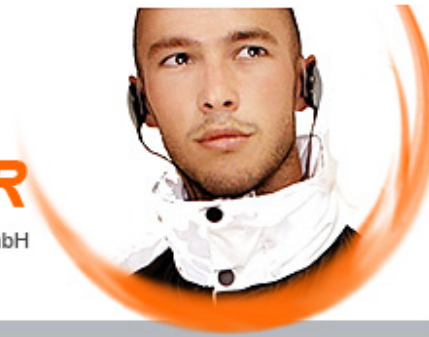




# NEWSLETTER

An info service of Bayern Digital Radio GmbH



71st Issue / January 2009

Dear Sir or Madam,

In the media industry Digital Radio was among the hot topics of the year 2008. Some necessary steps were shunned, though important ones have also been taken. Existing structures were defended, a few visionaries thought beyond. A similar scenario may be figured out for 2009 – at best with decisive steps forward. It's time to create the future of radio now - and to take the listeners on this journey. We are ready.

Wolfgang Paulus

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## Special



19.12.08 [Decision for a nationwide coverage postponed](#)  
[Berlin] The political decision makers represented in the Broadcasting Commission of the regional states have again postponed the ruling for a nation-wide DAB coverage. The new deadline is March 2009.

[more](#)

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## RECEIVER



30.12.08 [Frontier Silicon responds to DRWG report](#)  
[London] Frontier Silicon welcomes the recommendations of the Digital Radio Working Group, setting out a timetable for the migration of UK radio to a DAB digital platform. The transition from analogue to digital services is very significant for the radio industry, enabling broadcasters to offer ...

[more](#)

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19.12.08 PURE puts its weight behind clear roadmap

[London] PURE Digital announces its support for the digital radio roadmap proposed by the Digital Radio Working Group in the report published today. The report sets out clear recommendations for a timetable for radio to migrate from analogue to digital, which the Group believes is achievable by ...

[more](#)

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19.12.08 Aurelius buys Blaupunkt

[München] Munich-based industrial holding company AURELIUS acquires the trade and components business from the Car Multimedia Division of Robert Bosch GmbH operating in the market under the brand name 'Blaupunkt'.

[more](#)

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09.12.08 EVOKE Mio - Radio with Character

[London] PURE Digital presented their new product – the EVOKE Mio. Under its retro-modern skin the technology of the EVOKE-1S is installed - 'Best Portable DAB Radio of 2007'. Mio is the first portable radio from PURE to come with a removable ChargePAK pre-installed, which allowed up to 24 hours ...

[more](#)

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09.12.08 PURE gets into the festive spirit

[London] PURE has added over 100 Christmas carols and sounds to its radio and media portal, the PURE Lounge to give Lounge, EVOKE Flow and AVANTI Flow customers the perfect soundtrack to the festive period. The carols and sounds are live on the PURE Lounge since the 2nd of December 2008.

[more](#)

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08.12.08 DAB+ from Migros at 45 euros

[Bern] With DUAL DAB4, Swiss manufacturer Migros has launched a new receiver at about 45 euros. According to the announcement in their online shop DUAL DAB4 receives FM and also DAB+ stations.

[more](#)

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08.12.08 Pocket-lint: Nokia goes for DAB

[London] Pocket-lint - the largest independent gadget news and reviews site in the UK – has reported that Nokia would put DAB into their handsets when the technology becomes universally adopted. Nokia however refused to put a date on the launch of the technology in a phone. "When the technology ...

[more](#)

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16.12.08 Knowledge radio station from 2010 via DAB

[Köln] Deutschlandradio is to be commissioned to supply – besides their Deutschlandfunk and Deutschlandradio Kultur - a third comprehensive programme. The knowledge radio programme Dradio Wissen is to start early in 2010 and is to be distributed via DAB, in the internet and via cable and ...

[more](#)

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11.12.08 FM License tied to DAB distribution

[München] BLM has renewed the license for FM station ND1 (Neuburg and Schrobenhausen) for another four years. If the broadcaster agrees to provide ND1 also in the DAB standard in the planning region 10, the license will be renewed for further four years.

[more](#)

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11.12.08 New station for Ingolstadt

[München] BLM has granted Hurricane Rock a license for broadcasting in the local service area (supply territory) via a terrestrial DAB broadcasting channel in block LD. The license expires on April 30, 2011. The digital stations which are already on air in Ingolstadt are: Radio IN, COOL ...

[more](#)

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11.12.08 A new DAB channel for Sveriges Radio

[Stockholm] As from 1st December 2008, Sweden's only radio channel for children between two and eight years old, SR Bubbel, will be known as Radioapans Knattekanal. The "Blue RadioMonkey Channel", available only on DAB and the internet, features lots of great material for children including ...

[more](#)

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10.12.08 RTE digital goes live

[Dublin] Six new services are now available in the Greater Dublin area, Cork and Limerick cities. For example RTÉ Junior is Ireland's first kids only radio service. Aimed at children aged 2 to 12 the service is all about music, fun and entertainment. RTÉ Pulse is a 24 hour dance station featuring a ...

[more](#)

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08.12.08 Willi Steul newly-elected director

[Köln] Willi Steul is the name of the new director of Deutschlandradio. He succeeds Ernst Elitz who retires after the third term end of March 2009. The vice president of the radio council emphasized that the new director is a much esteemed personality for his affinity towards culture priorities and ...

[more](#)

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15.12.08 Ready for DAB Surround

[München] The introduction of surround sound for Digital Radio DAB was focused in a workshop in the headquarters of Bayerischer Rundfunk in December. Experts discussed the potential and possibilities of this technology. Ernst Dohlus, Head of BR's production and broadcast department: „Meanwhile the ...

[more](#)



28.11.08 BR: surround sound also via DAB

[München] The BR programme ‚Bayern 4 Klassik‘ will be broadcast on December 28, the official ‚radio day‘, in the surround technology. It will be the first time, Bayerischer Rundfunk supplies surround sound simultaneously on all digital channels. „ We are happy that Fraunhofer IIS has provided the ...

[more](#)

## MISCELLANEOUS



19.12.08 Radio industry welcomes DRWG report

[London] The DRDB (Digital Radio Development Bureau), the BBC, RadioCentre (the industry body for commercial radio) and manufacturers' trade body Intellect, have welcomed today's report from the Digital Radio Working Group (DRWG) on the future of digital radio in the UK. The report presents a set ...

[more](#)



16.12.08 Swiss Radio counts on Digital Radio

[Basel] In an online interview with the Basler Zeitung, the director of the Swiss Radio DRS Walter Ruegg expressed his confidence in the future of Digital Radio emphasizing the steady positive trend of Digital Radio in Switzerland. The number of DAB receivers sold in 2008 has risen from ...

[more](#)



15.12.08 New management in NRW

[Köln] Thomas Waechter from MEDIA BROADCAST and Oliver Werner from WDR together constitute the new management of the network operator Digital Radio West GmbH (DRW) in North Rhine Westphalia.

[more](#)



08.12.08 Industry Unites for DAB Christmas Marketing

[London] The DRDB (Digital Radio Development Bureau) has launched a Christmas marketing campaign aimed at driving sales of DAB radios this season. Radio ads, a new website, on-air promotions, press promotions, editorial, and in-store POS are all part of the campaign which kicked off in mid-November ...

[more](#)



08.12.08 Experts call for nation-wide standardized regulation [Norderstedt/Kiel] During a common workshop of the state chancellery of Schleswig-Holstein and Medienanstalt Hamburg/Schleswig-Holstein (MA HSH) industry experts argued in favour of a nation-wide standardized regulation regarding the concentration in the broadcasting sector. For further information ...

[▶ more](#)

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## Events

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21.05.09-24.05.09

High End 2009

München

[▶ more](#)

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